

2022 Noosa Electric Vehicle Expo Visitor Survey



Our thanks to Lyn Allen, Geoff Acton
and the volunteers who helped collect
and analyse the data for this survey.

FURTHER INFORMATION

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July 2022

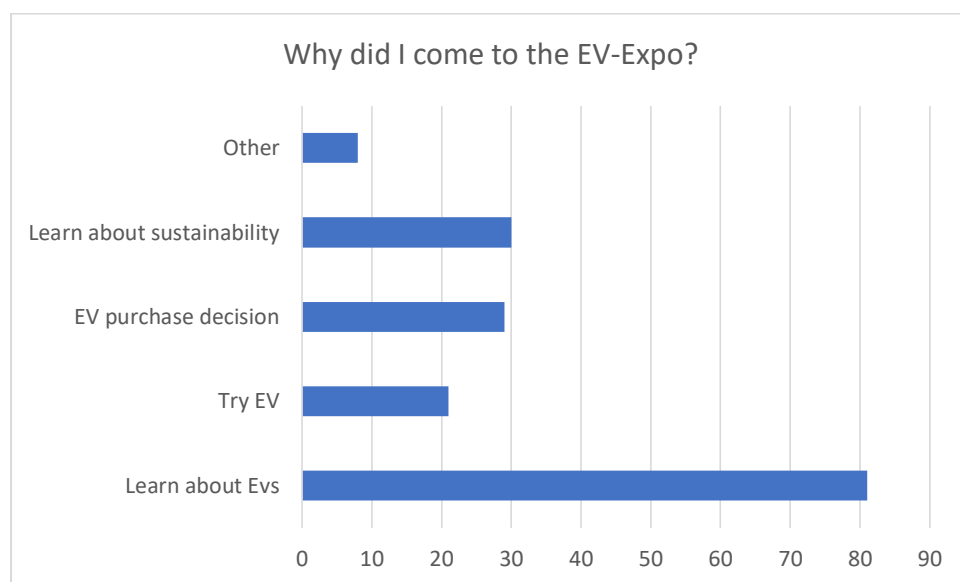
ZERO EMISSIONS NOOSA INC. (ZEN)
2022 NOOSA ELECTRIC VEHICLE EXPO – VISTOR SURVEY

The 2022 Noosa Electric Vehicle Expo and Street Fest was held on Sunday 19 June 2022. The event was held along Sunshine Beach Road, Noosa Junction, where the street was closed to vehicles for the event.

ZEN surveyed visitors to the 2022 EV-Expo with a view to understanding more about why people attend and what we can learn from their experience. It was difficult to gather surveys, as visitors were more interested in the event than filling in surveys. However, volunteers managed to get 115 respondents, of which 90 were hard copy and 25 electronic. The responses are outlined below.

Question 1: Reason for visiting the EV Expo (respondents could choose more than one)

70% came to learn about EVs, 18% to try EVs, and 25% to help make a purchasing decision.



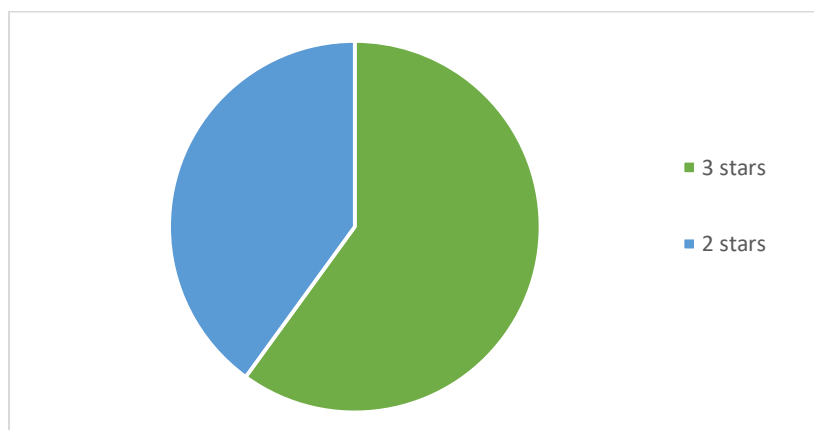
Question 2: Attendance at previous EV Expos.



Two thirds reported that they had not previously attended an EV-Expo.

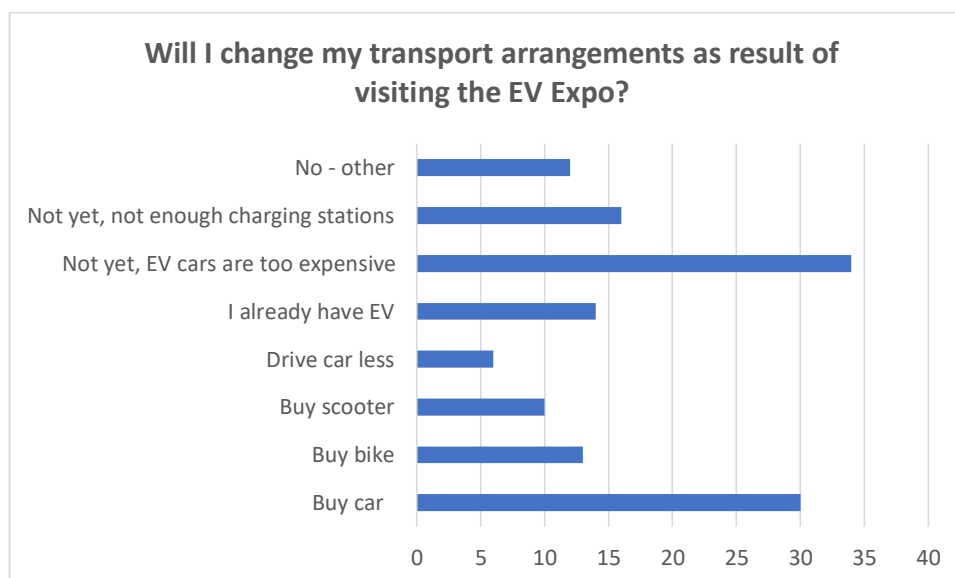
Question 3: Ranking of Expo visit experience

One hundred percent described their experience as worthwhile: 60% ranked the EV EXPO as excellent (3 stars), and 40% as interesting (2 stars). No one rated it as 'disappointing' (1 star).



Question 4: “Will I change my transport arrangements as result of visiting the EV Expo? “

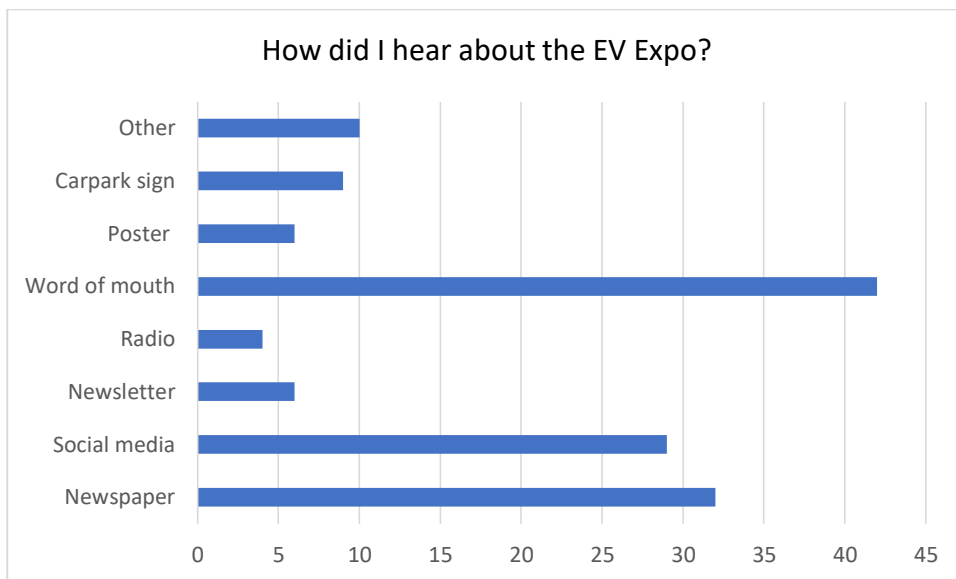
More than a third of respondents (44 people) said they had decided to buy at least one EV as a result of attending: 30 will buy a car, 13 will buy a bike and 10 will buy a scooter. Several said they would purchase more than one kind of EV. Twelve percent said they already owned an EV and 44% said they would buy an E-car when the price comes down and/or when charging infrastructure improves.



- 17 of the 29 people who said they came to the EXPO to help make a purchasing decision indicated that they would buy an EV as a result of their visit. 12 will buy a car; 5 will buy a bike; and 2 will buy a scooter.
- 12 of the 21 people who said they came to the EXPO to try EVs reported that they intend to purchase an EV as a result of visiting.

Question 5: How visitors found out about the Expo

28% found out about the EXPO from the newspaper, 25% from social media, 5% from a newsletter, 37% by word of mouth, 8% were passing/saw the electronic sign. 4 people heard about it on the radio, and 6 people had seen a poster.



Question 6: Residential address of expo visitors

63% live in Noosa Shire, 19% in the wider Sunshine Coast, 8% in SEQ. The remainder were mostly interstate or international visitors to Noosa.

